

CASE STUDY

CITY OF NEWPORT BEACH, CALIFORNIA

Situation

Following the 7.2 magnitude earthquake off the coast of Northern California in June 2005, a tsunami warning advisory for the West Coast triggered confusion and gridlock as thousands of Newport Beach residents tried to evacuate the Balboa Peninsula.

Shortly thereafter, the City of Newport Beach installed mechanical tsunami warning air raid sirens. In 2019, city officials found that the metal sirens had rusted and were non-functional. City staff determined it was more cost effective to replace the air raid sirens with non-mechanical systems that included voice broadcast capabilities.



Problem

Most emergency warning installations sound sirens, but are incapable of broadcasting intelligible voice notifications containing critical information about the nature of the emergency and potentially life-saving instructions.

Mobile phone alerts are dependent on cell towers that are prone to fail during power outages, wildfires, tsunamis and other crisis situations.

Solution

After evaluating and testing several systems, the Newport City Council selected the industry-leading area coverage, vocal clarity, and connectivity options of **industry-leading Genasys ACOUSTICS**. This state-of-the-art solution provides voice-based mass notification that works with standard electricity, satellite connectivity, and solar-powered backup batteries, so information gets out even when the power goes down.

An August 2019 staff report stated that, "A key improvement over the existing system is voice command capabilities. During a disaster, public safety officials can sound the siren and then give voice commands over the speaker system instructing community members on exactly what to do."



The Protect Platform

The **Protect Platform** provides a multi-pronged Protective Communications solution:

- **Genasys Protect** gives organizations precision in who they reach, speed to act faster, and clarity that cuts through confusion. Targeted communication zones combine with comprehensive, multi-channel message delivery to form a powerful, precise, communication solutions to keep people informed of any situation and to protect more lives.
- **Genasys Acoustics** deliver highly audible and clear voice messaging when emergencies arise, broadcasting long-range emergency response messaging outdoors, even when connections are down and the power is out.
- **Genasys Evertel** provides secure, real-time communication and collaboration, both on desktop and a mobile app, addressing the strictest requirements of public safety agencies, hospitals, financial services, and secure business communications.
- **Genasys Protect mobile app** provides a single authoritative source for the public during emergencies through seamless notifications, zone-based maps, and real-time resource information.

Self-contained or easily integrated with existing infrastructure, and featuring solar power, battery backup and satellite connectivity, Genasys ACOUSTICS systems are highly effective in delivering life-safety announcements and emergency notifications during floods, fires, earthquakes and other disasters.

“In addition to clear voice messaging, multiple siren tone options and a clean visual aesthetic, Genasys speaker arrays continue to operate when power and telecommunications go down.”

- Katie Eing, Emergency Services Coordinator, City of Newport Beach

